

What is claimed is:

1. A process for reducing the color of a component made by sintering and **HIPing** stabilized zirconia powder **which comprises** heating the component in an oxidizing atmosphere at a temperature of from 1000 to 1300 degrees Centigrade for a period of at least 45 minutes.
2. A process according to Claim 1 where in the stabilized zirconia powder comprises impurities selected from the oxides of at least iron, titanium and calcium in an amount that is greater than 0.5% by weight
3. A process according to Claim 1 in which the component is heated for a period of from one hour to one and one half hours at a temperature of 1050 to 1150 degrees Centigrade.
4. A process according to Claim 1 in which the component is a can tool.
5. A process according to Claim 1 in which the color-reduced component is then laser-engraved with alphanumeric or bar-code characters.